

8. URBAN DEVELOPMENT AREAS

GOAL: To identify and designate Urban Development Areas (UDAs) for new, infill and redevelopment activities that are:

- Appropriate for higher density development;
- In close proximity to transportation infrastructure; and
- Have public water and sewer availability.

INTRODUCTION

The Commonwealth of Virginia passed legislation in 2007 (Code of Virginia §15.2-2223.1) requiring localities with specified growth rates to establish one or more Urban Development Areas (UDAs) within their boundaries by July 1, 2011. Roanoke County meets these requirements due to a population of at least 20,000, a population growth of at least five percent, and adopted zoning. The population of the County was 85,778 persons according to the 2000 Census and 92,376 persons as determined by the 2010 Census for a growth rate of 7.69 percent.

The Commonwealth defines *Urban Development Area* as “an area designated by a locality that is (i) appropriate for higher density development due to its proximity to transportation facilities, the availability of a public or community water and sewer system, or a developed area and (ii) to the extent feasible, to be used for redevelopment or infill development.”

Roanoke County UDAs must include the following densities on developable acreage (land that is not included in (i) existing parks, rights-of-way of arterial and collector streets, railways, and public utilities and (ii) other existing public lands and facilities):

1. Four single-family residences per acre;
2. Six townhouses per acre;
3. 12 apartments, condominium units or cooperative units per acre;
4. Floor area ratio (FAR) of at least 0.4 per acre for commercial development; or
5. Any proportional combination thereof.

Roanoke County UDAs shall meet the residential and commercial growth projected for at least 10 but not more than 20 years, based upon Virginia Employment Commission (VEC) population estimates. Between years 2010 and 2030, a minimum of 6,672 (based on VEC 2020 population) and a maximum of 13,513 (based on VEC 2030 population) residents and employees must be planned for inclusion in UDAs as indicated in the chart below.

Roanoke County Population 1990-2010 and 2020-2030 Population Projections				
Year	Population	Population Change	Percent Change	Source
1990	79,332			US Census Bureau
2000	85,778	6,446	8.13 %	US Census Bureau
2010	92,376	6,598	7.69 %	US Census Bureau
2020	99,048	6,672	7.22 %	VEC
2030	105,889	6,841	6.91 %	VEC

UDA boundaries and sizes shall be revisited every five years along with the review of the Comprehensive Plan, utilizing the most recent population growth estimates and projections.

Principles of traditional neighborhood development and financial and other incentives shall also be incorporated into the Comprehensive Plan for use in UDAs.

PRINCIPLES OF TRADITIONAL NEIGHBORHOOD DEVELOPMENT

The following Traditional Neighborhood Development concepts should be considered for Roanoke County UDAs and at least one should be utilized in each UDA.

Streets/Transit

1. Encourage slower-speed residential roads, variety of roads with different parking options.
2. Working with instead of against existing grades for building streets; organize streets in an understandable network.
3. Utilize shoulder and ditch section in more rural neighborhoods.
4. Encourage public transit and bus shelters.

Environment

5. Highlight environmental features.
6. Encourage open space and tree preservation.
7. Use regional cues and rules as a foundation for environmentally responsible design.
8. Include meeting places (squares, plazas, greens, parks) within neighborhoods.

Neighborhood Design

9. Stress connectivity – roads, open space, pedestrian and bicycle accommodations including greenways.
10. Encourage walking accessibility from homes to schools, day care and recreational facilities.
11. At and toward neighborhood centers – increase commercial activity including retail space, office space in mixed-use buildings and increase housing density.
12. Plan commercial buildings with second stories for housing or offices.
13. Face buildings and meeting places towards streets.
14. Mix multiple housing types and styles.

Streetscape

15. Construct sidewalks on at least one side of all streets and on both sides of retail streets; use asphalt for paths and concrete for sidewalks.
16. Locate shady street trees in a grass strip between the curb and sidewalk on all non-commercial streets; place streetlights, mailboxes, trash receptacles and other objects within all grass strips.
17. Use shorter, dimmer streetlights towards neighborhood centers; include lighting at intersections in rural areas.

Parking

18. Reduce on-site parking requirements in favor of on-street parking, public parking lots, mass transit and shared parking.
19. Locate parking garages as “anchors” to generate pedestrian activity; parking lots should lead to sidewalks instead of straight into businesses.

20. Between rear parking lots and main street shopping, include a pedestrian walkway lined with shop windows.
21. Require one native shade tree per ten cars in parking lots.

Building Design

22. Allow storefront signs 24" tall or less, projecting signs 12" tall or less, prohibit translucent signs and sign awnings.
23. Locate equipment and meters on building sides away from the street.
24. Allow buildings to have flat fronts and simple roofs with more elaborate designs to the rear.
25. Base window proportions, roof pitches, building materials and colors on regional designs.
26. Encourage privacy walls or fences on side property lines between townhouses.
27. Encourage first-floor apartments with adjacent sidewalks be raised at least 2 feet in height so that pedestrians cannot easily see inside.

FINANCIAL AND OTHER INCENTIVES

The following financial or other incentives *may* be available to developers and/or property owners building on lands designated as Urban Development Areas:

1. Fast-tracked plan reviews;
2. Reduced application fees;
3. Reduced permit fees;
4. Density bonuses;
5. Commercial Matching Grant Program (Hollins and West Main Street);
6. Utility partnerships/assistance;
7. Transportation infrastructure assistance;
8. Tax revenue reimbursements; and/or
9. Community Development Authorities (CDAs).

ROANOKE COUNTY URBAN DEVELOPMENT AREAS

Several UDAs have been identified for Roanoke County. To accomplish this task, planning staff compiled a detailed list of characteristics for each UDA including the following features:

- Transportation
 - Access to I-81 or I-581/220
 - Access to a Primary Road (Routes 1-599)
 - Bus Service (existing and proposed as part of an adopted County plan)
 - Proximity to a Park and Ride Lot
- Public Utilities
 - Water Service
 - Sewer Service
- Zoning
 - Acreage of zoning districts that meet the UDA density requirements (R-1, R-2, R-3, R-4, C-1, C-2) and percentage of each UDA comprised of these zoning districts
 - Acreage of undeveloped and vacant parcels by residential zoning district

- Future Land Use
 - Acreage of future land use designations that meet the UDA density requirements (Neighborhood Conservation, Development, Transition, Core) and percentage of each UDA comprised of these designations

Each UDA was then ranked according to compiled scores into the following order:

1. Tanglewood Mall
2. Electric Road North
3. South Peak
4. Electric Road/419
5. Brambleton Avenue/221
6. Williamson Road
7. Peters Creek Road
8. Dixie Caverns Area
9. Plantation Road
10. Bonsack Area
11. West Main Street
12. Thompson Memorial/419
13. Wildwood Road
14. Old Mountain Road
15. Glenvar East
16. Clearbrook
17. Clearbrook South
18. Mount Pleasant
19. Back Creek

The potential population each area could produce was then calculated. As employment projections are complex to calculate, analysis focused on potential residential growth instead.

Anticipated Large Residential Developments

Three substantial residential projects planned although not yet under construction were analyzed to determine not only what densities can be expected for upcoming multifamily and townhouse development, but also how many residents can be anticipated from these developments.

The Edward Rose Properties, Inc. multifamily development is planned for the intersection of Electric Road and Cove Road, situated in the Electric Road North UDA site. The developer proposes 252 multifamily units on 23.6 acres of land zoned R-3C for a density of 10.7 dwelling units per acre. Multiplying the average Roanoke County household size per the 2000 Census of 2.35 persons per household by the number of units yields 592 anticipated residents.

The South Peak Condominium Project is located at the top of the development formerly known as Slate Hill, at the intersection of Electric Road and Franklin Road, part of the South Peak UDA

site. 96 multifamily units are proposed for 10.3 acres of R-3 zoned land for a density of 10.3 dwelling units per acre. The projected residents for these 96 units totals 226 people.

The Suncrest development is located north of the intersection of Peters Creek Road and Airport Road in the Peters Creek Road UDA site. 114 multifamily and townhouse units are proposed on 12.7 acres of land zoned R-4C for a density of 9.0 dwelling units per acre. 268 residents are anticipated to reside in this development.

The average density for these residential developments is 10.0 dwelling units per acre, with a total projected residential population of 1,086 persons.

Redevelopment Scenario

For sites with residential zoning, regardless of existing development and therefore assuming substantial redevelopment, acreage in R-1 and R-2 districts was divided by the minimum lot size (7,200 square feet) and then the average Roanoke County household size, per the 2000 Census (2.35 persons per household), was multiplied by the minimum lot size to estimate the potential population growth for those districts.

For the R-3 and R-4 districts, the average density for three projects nearly underway (10 dwelling units per acre) was multiplied by the acreage with the result multiplied by the average household size (2.35 persons per household). The total estimated residential population was calculated at 23,357 residents.

Vacant/Undeveloped Lands Scenario

As 23,357 residents is well over the maximum 13,513 residents and employees Roanoke County must accommodate in the proposed UDAs, analysis was then performed on residentially-zoned lands within the proposed UDAs that are currently vacant and/or undeveloped to focus on locations which are more likely to develop first.

The total projected population based upon residentially-zoned vacant and undeveloped parcels and including the anticipated large residential development projections was 14,158 people, which exceeds the maximum population projection allowed.

Recommended UDA Sites

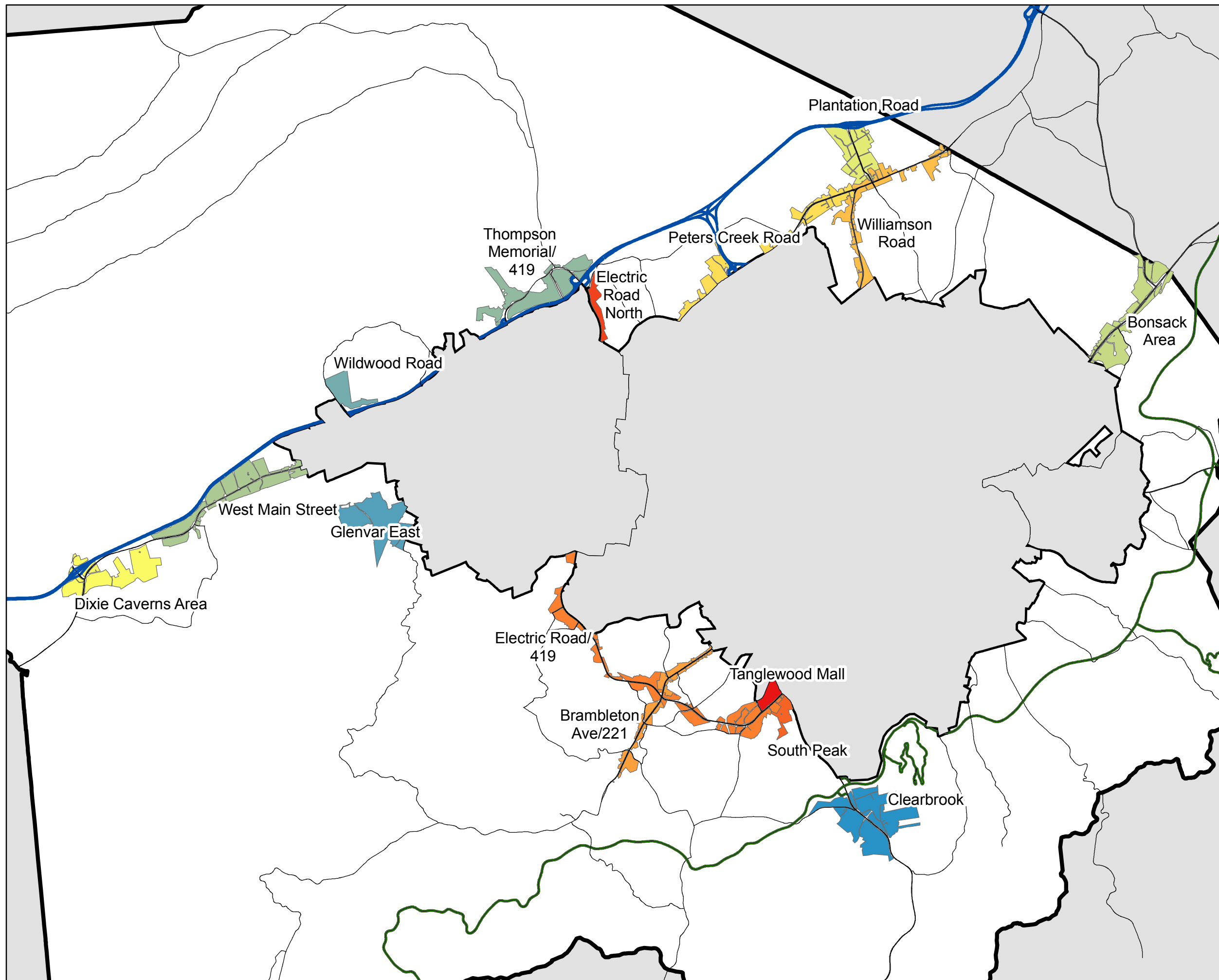
Utilizing the vacant and undeveloped calculations, four proposed UDA sites were removed from the lower portion of the ranked list (Back Creek, Mount Pleasant, Clearbrook South and Old Mountain Road) in order to meet approximately the midpoint of the population projections needed. The resulting list below totals 10,678 people, including the anticipated large residential development projections.

1. Tanglewood Mall (commercial)
2. Electric Road North
3. South Peak
4. Electric Road/419
5. Brambleton Avenue/221
6. Williamson Road
7. Peters Creek Road
8. Dixie Caverns Area
9. Plantation Road
10. Bonsack Area
11. West Main Street
12. Thompson Memorial/419
13. Wildwood Road
14. Glenvar East
15. Clearbrook (commercial)

These locations are indicated on an Urban Development Areas Map and on the Future Land Use Map.

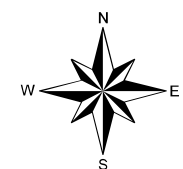
Urban Development Area Sites

UNADOPTED



Recommended UDA Sites	
Site Name	
■	Tanglewood Mall
■	Electric Road North
■	South Peak
■	Electric Road/419
■	Brambleton Avenue/221
■	Williamson Road
■	Peters Creek Road
■	Dixie Caverns Area
■	Plantation Road
■	Bonsack Area
■	West Main Street
■	Thompson Memorial/419
■	Wildwood Road
■	Glenvar East
■	Clearbrook

Date: 6/16/2011



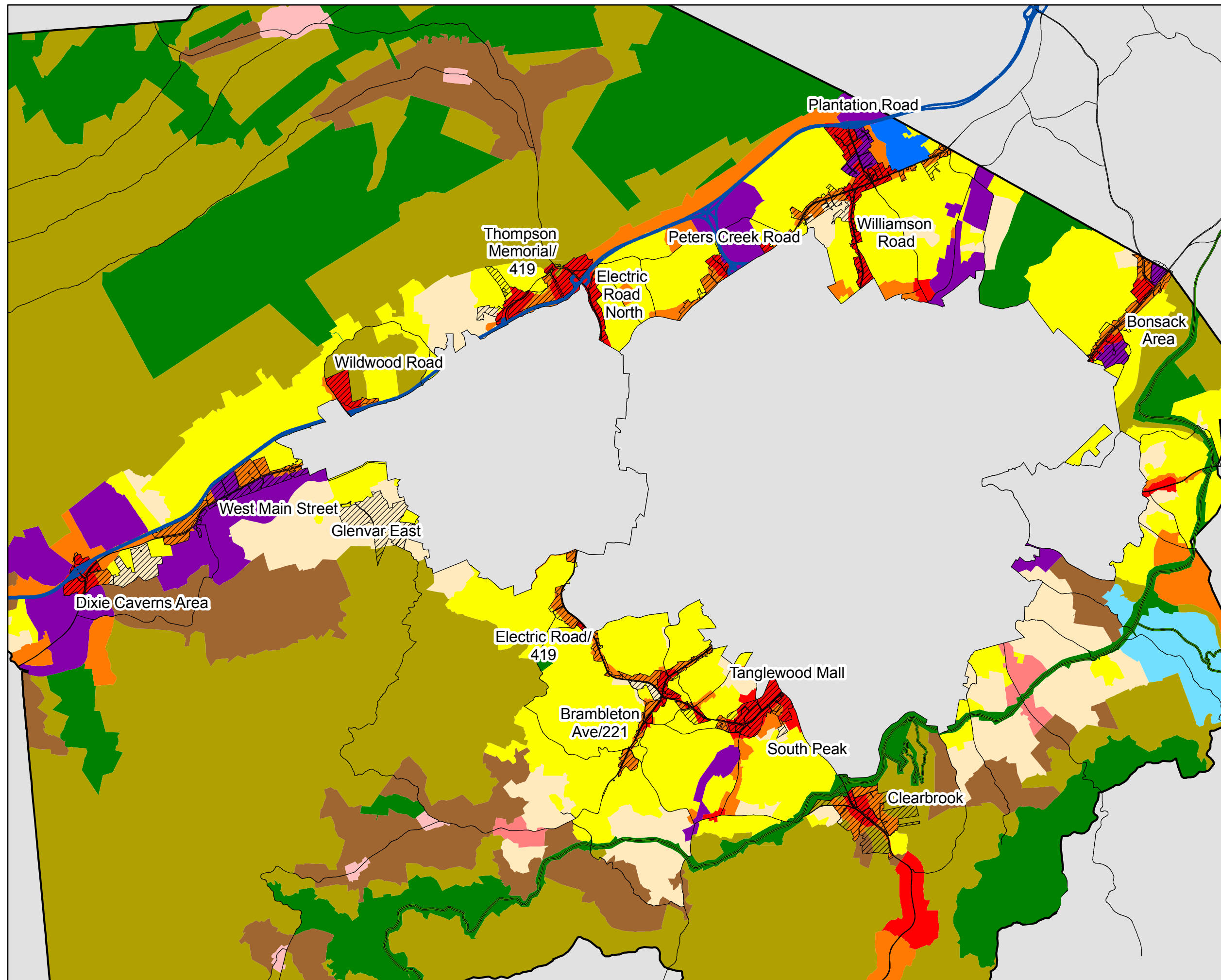
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Roanoke County
 Department of Community Development
 5204 Bernard Drive
 Roanoke, Virginia 24018
 (540) 772-2065

Urban Development Area Sites

UNADOPTED

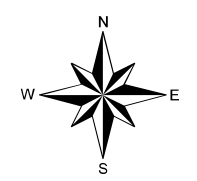


Recommended UDA Sites

Future Land Use Designations

- Conservation
- Rural Preserve
- Rural Village
- Village Center
- Development
- Neighborhood Conservation
- Transition
- Core
- Principal Industrial
- Suburban Village
- Economic Opportunity
- University

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